



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/08 thru 09/14.

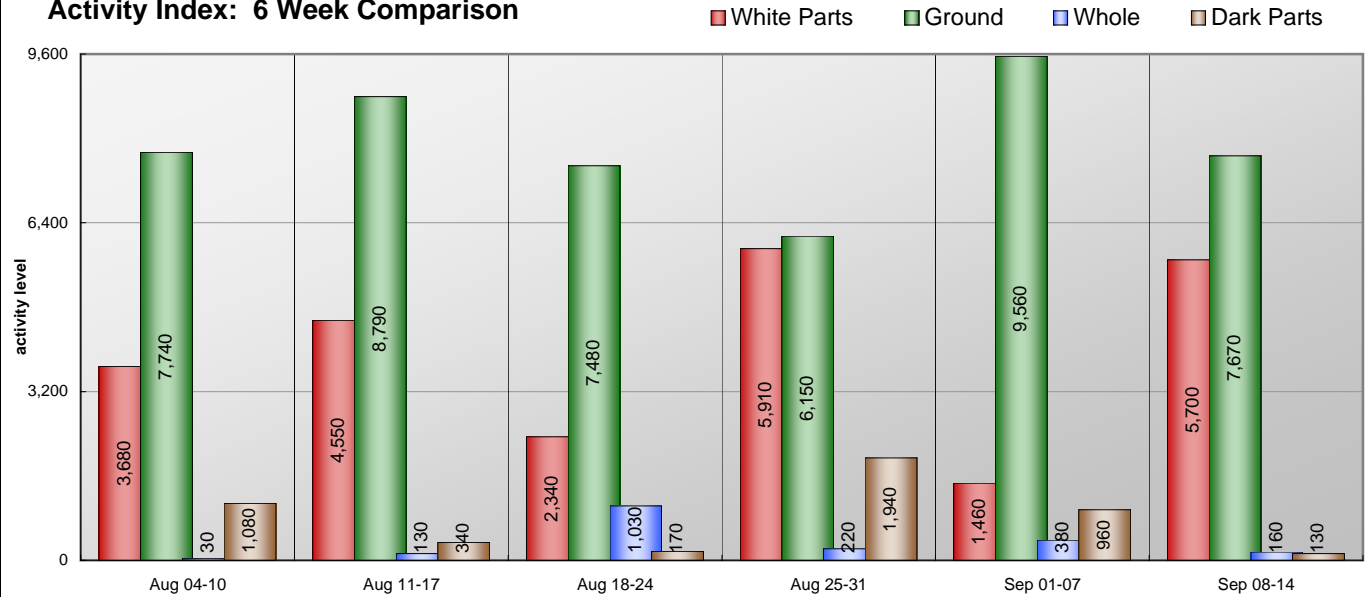
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Sep 08, 2006

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	51.6% of 17,000 outlets		40.7% of 17,000 outlets	
Special Rate 4/	5.8%		3.6%	
Activity Index 2/	13,660		12,360	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	160	1.10	350	1.18
" - Toms			30	1.05
Frozen - Hens				
" - Toms				
PARTS:				
Breast:				
Bone-in, whole				
Fresh	290	1.96	170	1.99
Frozen	350	1.58	130	1.30
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh			10	2.39
Rotisserie	820	5.44	170	4.43
Boneless, whole				
	140	3.33	50	3.99
Cutlets	2,100	4.10	540	3.98
Strips	560	4.09	40	3.99
Tenders	1,440	3.91	350	3.99
Drumsticks				
	40	1.34	380	1.06
Thighs				
	20	1.39	70	1.69
Wings				
	20	1.49	380	1.06
Necks				
			70	1.39
Smoked Drumsticks				
	40	1.67	20	1.59
Smoked Wings				
	10	2.49	40	1.46
Smoked Necks				
GROUND TURKEY:				
Patties	7,670	2.47	9,560	2.38
Patties	440	2.73	2,200	2.40
Sausage	1,560	2.43	2,620	2.50
85% lean	570	1.69	270	1.50
93% lean	3,810	2.04	4,170	2.22
Breast	1,290	4.02	300	4.12

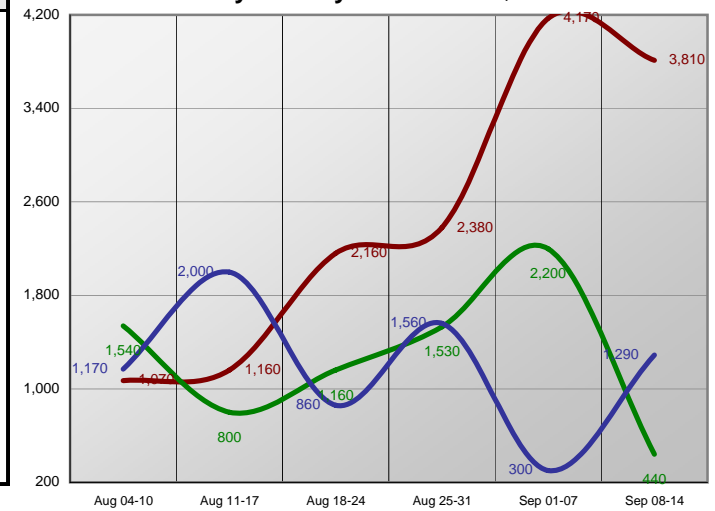
Activity Index: 6 Week Comparison



Turkey Featuring - 09/08 thru 09/14

Turkey is being much more actively featured this week with a strong resurgence in boneless breast cut promotions. A few whole bird and whole breast ads pop up occasionally with most activity for kosher product for the upcoming Rosh Hashanah holiday. Breast cutlet featuring is up considerably over last week and at higher average ad price levels. Strips and tenders follow suit but on less activity. Dark part promotions are limited this week. Ground turkey remains a popular feature item but on lower average ad pricing. Lean grinds and sausage items remain popular with ground breast making a strong comeback late in the ad cycle. No price promotions are up slightly from the prior week. Patties, popular last week for grilling, have almost dropped out of circulars altogether.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	56.3% of 7,900 sampled outlets 5.0% of stores w/ no-price promotions Activity Index = 6,400			35.4% of 5,200 sampled outlets 1.3% of stores w/ no-price promotions Activity Index = 2,620			63.4% of 3,900 sampled outlets 13.4% of stores w/ no-price promotions Activity Index = 4,640		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.98 - 1.19	70	1.04	0.99 - 1.19	90	1.15			
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.49 - 2.29	220	1.85	2.29	70	2.29			
Frozen	1.69	140	1.69	0.95 - 1.69	190	1.54	0.99 - 1.49	20	1.24
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.49 - 5.99	400	4.54	4.49 - 7.99	420	6.29			
Boneless, whole	3.33	140	3.33						
Cutlets	3.33 - 3.99	770	3.87	3.49 - 3.99	250	3.54	3.99 - 4.54	1,080	4.40
Strips				3.49	230	3.49	3.99 - 4.54	330	4.51
Tenders	3.69 - 3.99	60	3.91	3.49	230	3.49	3.99	1,150	3.99
Drumsticks	1.29	20	1.29	1.39	20	1.39			
Thighs				1.39	20	1.39			
Wings	1.49	20	1.49						
Necks									
Smoked Drumsticks	1.39	30	1.39	2.49	10	2.49			
Smoked Wings				2.49	10	2.49			
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.99	350	2.78	1.99 - 3.00	90	2.58			
Sausage	1.99 - 2.99	810	2.50	2.08 - 3.00	130	2.44	1.64 - 2.50	620	2.33
85% lean				1.69	120	1.69	1.69	450	1.69
93% lean	1.99 - 2.63	2,460	2.04	0.99 - 2.50	710	1.85	1.60 - 2.40	640	2.24
Breast	3.83 - 4.99	910	4.05	2.49 - 3.99	30	3.40	3.99	350	3.99

Note: See page 1 for explanatory notes.